


## Meeting the Needs of Durham Businesses and Jobseekers: The following highlights were accomplished by the Durham Workforce Development Board from 2012 - 2013

### 2012-2013 Highlights

---

- ❖ **Created** Durham Workforce Development Board Strategic Plan Scale- up Strategies containing the following components:
    - ✓ Stronger private sector involvement and impact
    - ✓ Stronger collaboration with Durham Public Schools
    - ✓ Stronger collaboration with State and other JobLink partners
    - ✓ Stronger County participation
    - ✓ Increased efficiency of programs where possible
  - ❖ **Collaborated** with Durham County and Durham Public Schools in restructuring the year-round youth employment program, now ***called Durham YouthWork Internship Program.*** Enhancements include focused pre-employment training in critical thinking/problem solving, oral and written communications and a greater emphasis on private placements
- 
- ❖ **Awarded** \$199,998.00 for environmental workforce training grant by the US EPA to train 75 Durham residents over 2013-2015. This is the third grant the department has received from the US EPA for environmental workforce training.
  - ❖ **On target** to meet job creation and placement goals for FY 2013 for adults and dislocated workers and ex-offenders. Through March 31, 2013, 452 adults served including 78 ex-offenders. To date 284 have found employment including 41 ex-offenders.
  - ❖ **Serving** approximately 500 youth in a variety of youth initiatives. This includes partnerships with Durham Public Schools, Durham County, Alliance for Behavioral Health, Center for Employment and Training, Achievement Academy of Durham, Community Partnerships Inc. and numerous private sector businesses.
  - ❖ **Bolstered** pipeline job matching efforts, highlighted by placements of 130 out of 160 hires at CREE, 20 out of 21 placements with Save-A-Lot Food Stores and 10 out of 10 placements with Service Group Industries/Block by Block
  - ❖ **Conducted** from July 1, 2012 through March 18, 2013, 32 recruitment events (Pipeline/Employer Fridays) at Northgate JobLink representing 270 positions and 214 hires (79%).
  - ❖ **Connecting** using Twitter, @DurhamOEWD, 131 followers and Facebook, 68 likes, to connect promote job openings, recruitments, programs, job fairs, volunteer opportunities
  - ❖ **Improved** bottom lines of 14 businesses by forming public-private partnerships with On the Job Training grants of over \$307,000 that leveraged approximately \$1 million in company matching funds; 37 Durham residents were placed in high demand fields based upon these partnerships

- ❖ **Held** Fox 50/Durham JobLink Career Expo
  - ❖ February 15, Mayor's Summer Youth Kick-off during which 600+ youth and parents attended employment-readiness workshops and interacted with various businesses and agencies in completing applications for summer employment.
  - ❖ February 16, recruitment event for the Durham Bulls at the Durham JobLink at Northgate Mall. 180 people attended the event to vie for 100 seasonal positions.
  - ❖ February 18-20, a variety of workforce-related workshops for businesses and jobseekers.
  - ❖ February 21, the capstone event was the career fair held at the Durham Armory during which 300 jobseekers interacted with 22 employers representing 474 positions.
- ❖ **Enhanced** Professional Placement Network Academy (PPNA) which offers targeted career services to adult professionals through the expansion of networking opportunities, monthly workshops, development of business partnerships, and job referrals.
- ❖ **Exceeded or Met** all performance measures in adult, laid-off worker, ex-offender and youth programs including placement, retention, and skills attainment

## Challenges and Opportunities: Now and In the Future

---

- ❖ **Continued Demand on Resources:** Higher level of unemployment continues to create a greater demand on resources throughout 2012-13
- ❖ **Tighter Resources:** With a greater demand on resources, staff has continued aggressive resource development throughout 2012-13 in order to maintain service levels and will continue efforts in 2013-2014
- ❖ **Technology:** Replacement of current State integrated JobLink technology system (Job Connector) with new systems (Geographic Solutions) and (W.I.S.E.)
- ❖ **Uncertainty:** Due to merger of former Employment Security Commission and Department of Commerce planning/structure of future delivery of services and budgetary allotment
- ❖ **Loss:** Sr. Workforce Development Manager resigned March 2013 to take position with international agency that promotes child labor reform globally. Position to be filled by June 2013

# DURHAM WORKFORCE DEVELOPMENT BOARD

Annual Report  
2012-2013

## Key Measures: Adult Programs

**Goal:** Strong and Diverse Economy - Build capacity of Durham residents to gain employment

**Objective:** Job creation and placement of Durham residents aged 24 and older

<b>Measures:</b>	<b>Actual FY12</b>	<b>Adopted FY13</b>	<b>YTD FY13*</b>	<b>Estimated FY13</b>	<b>Proposed FY14</b>
# of WIA participants	430	460	374	460	500
Cost per participant	\$1,202	\$1,800	\$1,499	\$1,800	\$1,482
% of WIA eligible adults leaving program with employment	73%	70%	65%	70%	70%
# of Ex Offender participants	146	150	78	150	150
% of Ex-Offenders placed in employment or training	65%	55%	53%	55%	55%

\* - through 3<sup>rd</sup> quarter

## Key Measures: Youth Programs

**Goal:** Strong and Diverse Economy - Build capacity of Durham residents to gain employment

**Objective:** Help youth achieve educational and employment success

<b>Measures:</b>	<b>Actual FY11</b>	<b>Adopted FY12</b>	<b>YTD FY12*</b>	<b>Estimated FY12</b>	<b>Proposed FY13</b>
# of WIA youth participants	131	150	126	155	150
Cost per participant	\$2,290	<\$2,500	\$2,178	<\$2,500	<\$2,500
% of WIA youth entering employment or post-secondary education	65%	63%	74%	69%	69%
# of (non-WIA) youth in subsidized employment	54	85	94	85	85
% youth completing paid work experience assignment	79.6%	80%	96%	80%	80%

Through March 2013

\* - through 3<sup>rd</sup> quarter